

Internship at Future Market Insights, Pune

By

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1. Organization Profile

Future Market Insights is the premier provider of market intelligence and consulting services, serving clients in over 150 countries. FMI is headquartered in London, the global financial capital, and has delivery centers in the U.S. and India.

FMI's research and consulting services help businesses around the globe navigate the challenges in a rapidly evolving marketplace with confidence and clarity.. FMI's customized and syndicated market research reports deliver actionable insights that drive sustainable growth. FMI delivers a complete packaged solution to clients; this combines current market intelligence, technology inputs, statistical anecdotes, valuable growth insights, 360-degree view of the competitive framework, and anticipated market trends.

FMI's team of over 200 research analysts provides market intelligence at global, regional, and country level. Team of analysts is committed to provide independent insights, relying on our cognitive defusion training module, which conditions them to look at data objectively and unbiasedly.

2. Vision

To be an organization that's perennially trusted by its clients, earnestly respected by its employees, and enviously admired by its competitors!

3. Mission

To consistently create market research reports of the highest quality so that our clients make strategic decisions with confidence and clarity. We aim to empower businesses with accurate, actionable insights that help them strategize, plan ahead, and ultimately succeed in their endeavors.

4. Services offered by FMI

- **Customized Research**

Future Market Insights delivers customized research services to address the unique needs of clients. With its existing research capabilities and accomplished team of consultants, FMI is equipped to address specific research requirements of enterprises.

Research Framework

FMI delivers customized research solutions by actuating its broad spectrum of research methodologies, databases, and resources. FMI's tailor-made research services include quick market scan, country reports, in-depth market analysis, competition monitoring, consumer research and satisfaction studies, supplier research, growth planning, and more. FMI's proprietary methodologies allow to design a perceptive approach to balance cost, time, and analytics to meet clients' requirements.

- **Investment Research**

Future Market Insights offers a full range of investment research services and analytics to financial firms across the globe. Researchers at FMI objectively assess market data points from an array of sources to provide insight that helps clients make smarter investment decisions. FMI collaborates with buy-side and sell-side institutions, providing them innovative ways to manage operations that are in tune with the dynamic market scenario. FMI also collaborates with investment banks, small and medium enterprises, venture capital, and private equity firms.

- **Syndicated Research**

Staying acquainted with the latest and emerging market trends renders companies the competitive advantage they need. Future Market Insights' syndicated research services provide clients the valuable intelligence necessary to gain this edge. FMI's syndicated research reports enable clients to meet varied market objectives – from footprint expansion to supply chain optimization and from competitor profiling to M&As. FMI's domain expertise encompasses sectors such as BFSI, Telecom and Media, IT, Transportation, Manufacturing, Healthcare and Life Sciences, Energy, Utilities, Chemicals, and Services.

- **Social Media Research**

Social media presents a great opportunity to businesses to connect with their target audience. Consumers are using social media to talk about their needs and wants, likes and dislikes, and these online conversations present a wealth of information that businesses

can leverage to their advantage. Future Market Insights believe that social media research can help businesses make better strategic decisions. FMI's highly skilled and experienced team of social media researchers' gains insights on consumer behavior by analyzing the consumers' use of social media.

Future Market Insights provides a host of social media research solutions geared toward giving clients a better understanding of social media trends and conversations. These social community insights prove invaluable before, during, and after social marketing campaigns.

5. Thrust Areas:

FMI's multi-disciplinary research team offers market intelligence on a broad range of end-use industries, including:

- Automotive and Transportation
- Electronics, Semiconductors, and ICT
- Retail and Consumer Products
- Automation and Equipment
- Food and Beverages
- Services and Utilities
- Chemicals and Materials
- Energy, Mining, Oil and Gas

FMI offer solutions for seven regions:

- North America
- Latin America
- Western Europe
- Eastern Europe
- Asia Pacific excluding Japan
- Japan
- Middle East & Africa

FMI cover markets in both developed and developing regions, with special focus on GCC, ASEAN, and BRICS – the new frontiers of growth.

6. Methodology adopted by FMI:

FMI research methodology involves a thorough analysis of the myriad factors that shape up a market. Analyst at FMI takes a holistic approach to market research, incorporating best practices in data collection, data filter and analysis, and data search and intelligence to deliver actionable insights that serve the needs of the clients.



Figure 1: FMI Methodology



Figure 2: FMI Business Research Offerings

7. 2016 Focus Areas:

- Social Media Management
- Thought leadership
- Feasibility Research
- Market Modelling
- Benchmarking